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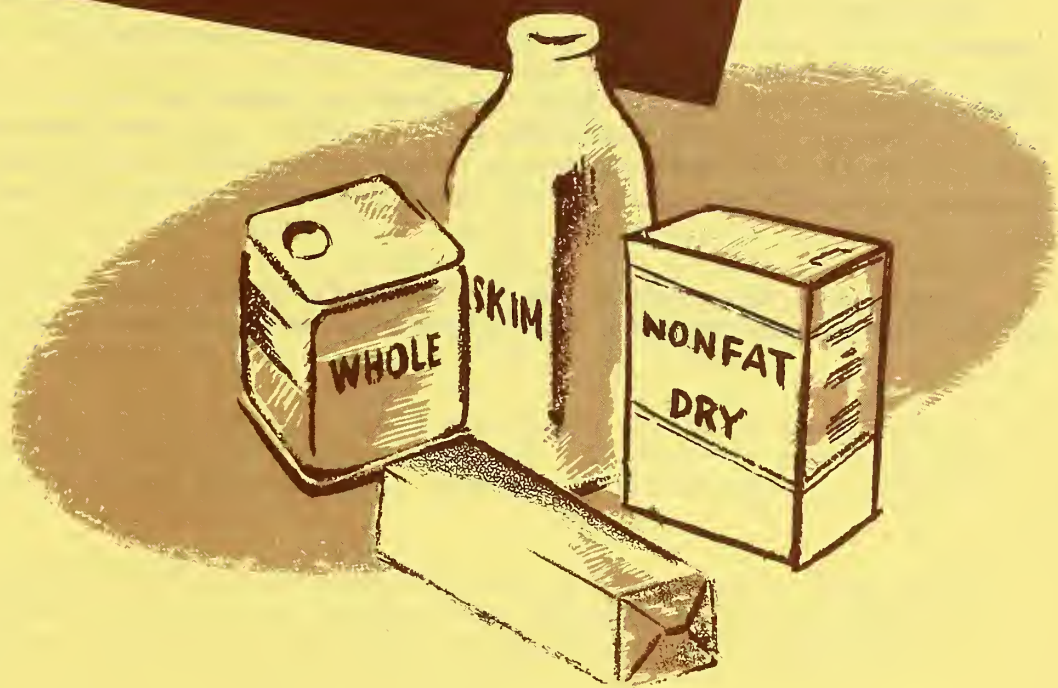
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Household Purchases of

- Fluid Milk
- Nonfat Dry Milk
- Butter & Margarine

August 1957



HPD - 48

October 1957

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D.C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk, and margarine. Starting April 1956, coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The coverage on margarine and nonfat dry milk was resumed starting April 1957.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it under contract with the Department. The data are based on reports from a sample of approximately 6,000 families reporting weekly in pre-printed diaries on their purchases of food. Data on butter and margarine prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 6,000 family sample.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF FLUID MILK,
NONFAT DRY MILK, BUTTER,
AND MARGARINE, AUGUST 1957

: The data in this report are estimates of total purchases by :
: household consumers only, and do not include consumption in :
: restaurants, hotels, hospitals, or other institutional outlets. :
: Data for a month are for a 4-week period (28 days) to permit :
: comparisons of purchase volume between periods of equal length. :

FLUID MILK 1/

Total: United States household consumers purchased slightly more than 1,200 million quarts of fluid milk (whole and skim) during August 1957, up seasonally from July, and nearly 60 million quarts or 5 percent higher than in August 1956. Cumulative purchases for April-August this year showed a gain of 6 percent over the same period a year ago.

About 85 percent of all households made a fluid milk purchase during August 1957, reflecting a slight rise from August 1956. 2/ Consumers purchased about $7\frac{1}{4}$ quarts per person, up about 2 percent from a year earlier. 3/

Fluid whole milk: During August 1957, householders bought 1,137 million quarts of fluid whole milk, 5 percent more than in August a year earlier. 4/ The August 1957 purchase volume reflected the first gain from the previous month in whole milk buying since March 1957.

The trend toward increasing purchases of whole milk in larger-than-quart containers continued in August 1957. About 47 percent of all whole milk purchased was in larger-than-quart containers, compared with 40 percent in August 1956, and 26 percent in August 1954. Purchases in single-quart units--606 million quarts--down 7 percent from August 1956, equalled the lowest level established in this series. In contrast, buying of whole milk for household use in half-gallon units, 447 million quarts, was at a record level, and exceeded the August 1956 purchase volume by nearly 26 percent. Purchases in gallon units also increased substantially from a year earlier.

Consumers paid 23.2 cents per quart equivalent for fluid whole milk during August 1957, up $1/2$ cent from a year ago. Prices were higher in all size containers, with the gain somewhat greater for milk bought in single

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

3/ Per capita purchases are based on total United States civilian, non-institutional population.

4/ Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

quarts than in multiple-unit containers. The average price paid per quart for whole milk in single-quart units was 24.6 cents, in half-gallons, 22 cents, and in gallon containers, 18.9 cents. Householders paid the highest price reported in this series for milk bought in quart-size containers.

Fluid skim milk: Household consumers purchased about 70 million quarts of fluid skim milk in August 1957, the same as in the preceding month, but up 9 percent from August 1956. ^{5/} Cumulative April-August 1957 purchases showed a gain of slightly more than 5 percent from the corresponding 5 months in 1956. Per capita purchases of skim items have averaged 0.42 quart per month during the April-August period this year, up slightly from the comparable 1956 period.

Householders bought about three-fourths of their skim milk purchases in quart-size containers in August 1957, down slightly from a year earlier. Purchases in half-gallon units accounted for almost 21 percent of the volume bought, while purchases in gallon containers made up the balance. Compared with August 1956, household buying in larger-than-quart containers increased at a faster rate than purchases of skim items in single quarts.

Household consumers paid 18.8 cents per quart equivalent for fluid skim items in August 1957, practically unchanged from the preceding month, and from August 1956 and 1954. Prices paid for skim milk sold in single-quart and half-gallon containers were up from a year ago, while prices for skim items in gallon units dropped substantially. Consumers paid 19.8 cents per quart for skim milk in single-quart containers, 2.9 cents higher than the quart equivalent price in half-gallons, and 10 cents per quart over the gallon price.

NONFAT DRY MILK

Purchases of nonfat dry milk in August 1957 amounted to 13.2 million pounds, compared with 11.7 million pounds 2 years earlier and 9.4 million pounds in August 1954. Cumulative April-August 1957 purchases ran 1 percent ahead of the volume of 2 years ago. Both the per capita rate of purchase and the average quantity bought each time were substantially higher in August 1957 than 1955. Per capita purchases increased 9 percent, while the average size of purchase increased from 20 ounces in August 1955 to nearly 25 ounces in August 1957, equalling the previous high.

Consumers paid 40.7 cents per pound for nonfat dry milk in August 1957, down almost 1 cent from July, but over a cent higher than the August 1955 price.

^{5/} Fluid skim includes skim, fortified skim, buttermilk, and flavored milk drinks.

BUTTER

United States householders purchased 62.6 million pounds of butter in August 1957, compared with 62.2 million pounds in the same month a year earlier. Although the August 1957 purchase volume represented only a fractional gain, it was the largest quantity bought during August in the 5-year series.

Butter purchases during the first 5 months (April-August) of the 1957-58 dairy marketing season were running about 2 percent ahead of the volume bought in the same period last year. During April-August 1957, the average price paid by consumers also was up 2 percent from a year earlier. Householders paid almost 70 cents per pound for butter in August 1957, up 1.3 cents from a year earlier, and the highest price reported paid during August since 1953, when the average price was almost 75 cents per pound.

The percentage of all families buying butter declined from 46 percent in August 1956 to less than 45 percent in August 1957. Over this period, per capita purchases declined 2 percent.

MARGARINE

The volume of margarine purchases in August 1957 showed the first gain over the previous month since April 1957, with an increase of almost 4 million pounds over July. Householders bought about 8 percent more margarine this August than in the same month 2 years earlier.

Margarine purchases in August 1957, at 0.56 pound per person, reflected a 4-percent gain over both the preceding month and August 1955. Per capita purchases in April-August 1957 ran slightly ahead of the rate for the same period in 1955. During August 1957, nearly 58 percent of all families made a margarine purchase, slightly higher than 2 years earlier.

The average price paid for margarine in August 1957 was 26.2 cents per pound compared with 25 cents in August 2 years ago. The absolute difference between butter and margarine prices approximated 44 cents this August, nearly 2 cents greater than in August 1955.

Each margarine purchase averaged somewhat more than $1\frac{1}{2}$ pounds in August 1957, up slightly from 2 years earlier. Buying families made about 2 purchases, practically unchanged from August 1955.

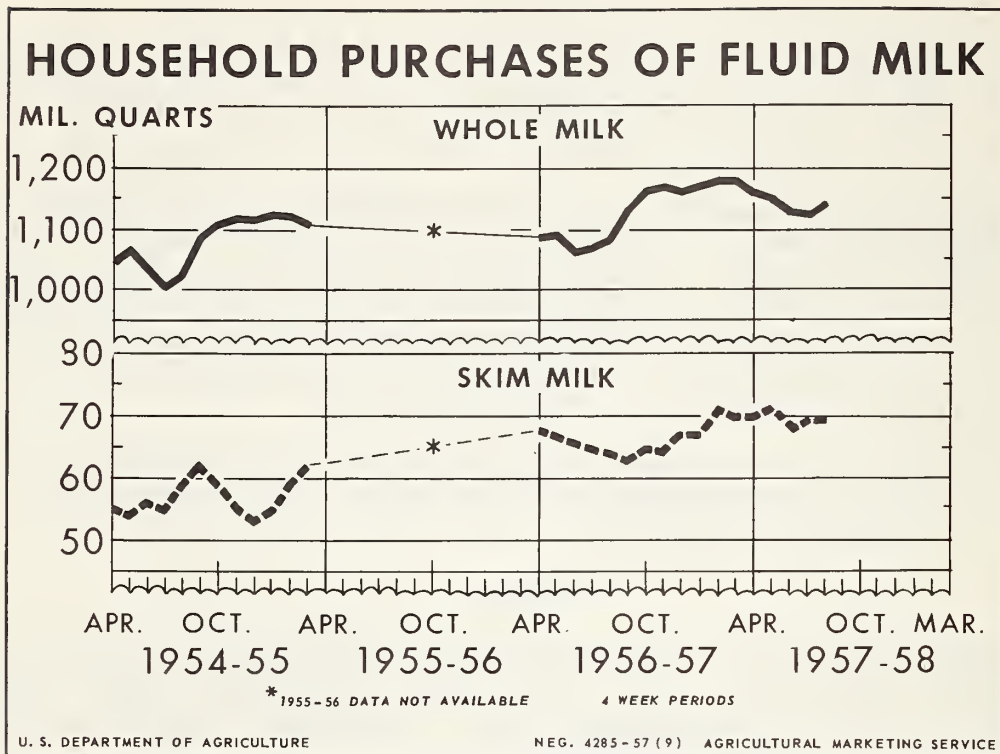


Figure 1

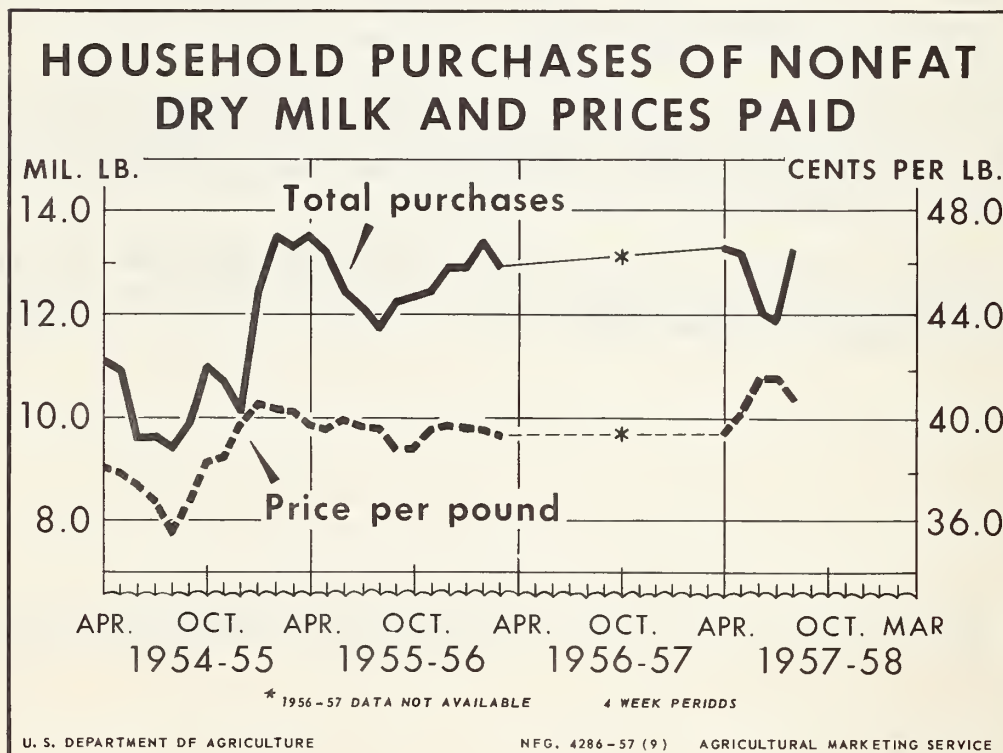


Figure 2

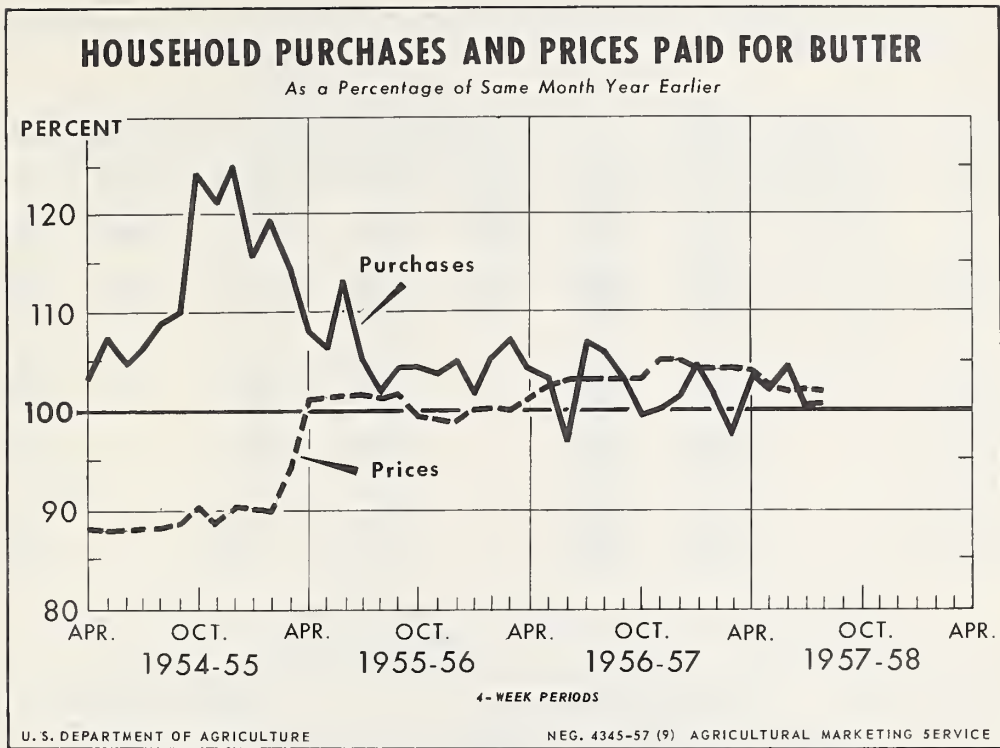


Figure 3

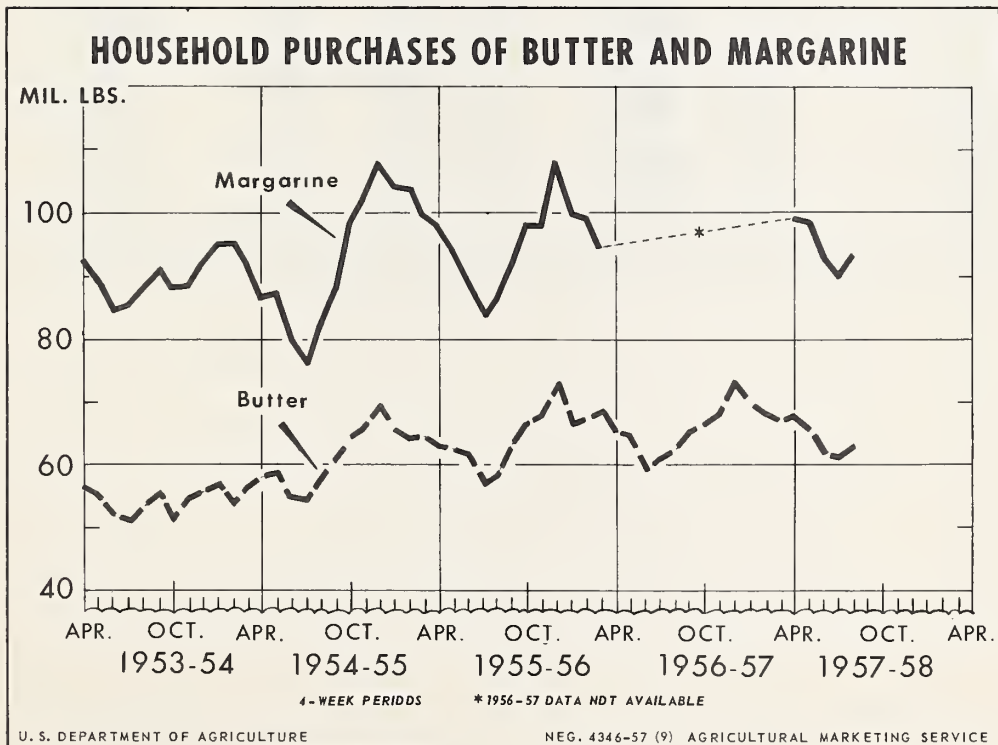


Figure 4

Table 1.--Nonfat dry milk: Household purchases and average price paid, U. S., 4-week periods

Period	Quantity purchased								
	Total			Per 1,000 population			Average per purchase		
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55
	1,000 pounds	1,000 pounds	1,000 pounds	Pounds	Pounds	Pounds	Ounces	Ounces	Ounces
April.....	13,261	13,500	11,080	80.2	83.6	70.2	23.8	19.5	21.1
May.....	13,192	13,180	10,880	79.8	81.6	68.9	24.8	19.9	21.1
June.....	12,048	12,420	9,560	72.9	76.9	60.5	23.0	20.4	22.6
July.....	11,860	12,140	9,560	71.7	75.8	60.1	22.9	20.5	23.5
August.....	13,211	11,720	9,410	79.6	73.1	59.1	24.8	20.0	22.6
September.....		12,230	9,910		76.3	62.3		20.8	22.0
October.....		12,330	10,860		76.5	67.7		21.3	20.6
November.....		12,420	10,660		77.0	66.5		21.5	20.3
December.....		12,880	10,110		79.9	63.1		21.5	19.9
January.....		12,910	12,360		80.0	77.1		21.1	18.9
February.....		13,350	13,510		82.7	84.2		21.5	18.8
March.....		13,090	13,280		81.2	82.8		21.8	18.6
	Average price paid								
	Per pound for all purchases			Per actual 1-pound unit purchase					
	1957-58	1955-56	1954-55	1957-58	1955-56	1954-55			
	Cents	Cents	Cents	Cents	Cents	Cents			
April.....	39.3	39.7	38.1	36.4	35.4	36.7			
May.....	40.1	39.5	37.8	37.3	35.4	36.1			
June.....	41.6	39.9	37.3	38.6	35.8	35.4			
July.....	41.6	39.7	36.4	38.3	35.8	34.8			
August.....	40.7	39.6	35.5	37.7	35.9	33.7			
September.....		38.7	36.7		34.9	34.1			
October.....		38.7	38.3		35.4	35.0			
November.....		39.5	38.5		36.1	35.9			
December.....		39.7	39.7		36.6	35.6			
January.....		39.6	40.5		36.2	36.1			
February.....		39.5	40.3		36.3	35.8			
March.....		39.3	40.2		35.9	35.8			

Table 2.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
April.....	84.4	81.8	82.6	82.9	79.8	81.0	19.9	19.4	18.7
May.....	84.3	82.8	80.9	82.8	80.9	79.5	20.0	19.2	18.0
June.....	85.3	82.0	81.6	83.7	80.4	80.1	20.5	20.0	19.4
July.....	85.6	83.5	81.1	84.1	82.0	79.8	20.9	20.5	19.3
August.....	85.2	83.6	81.9	83.8	82.6	80.5	20.5	20.7	19.8
September.....		83.2	81.4		82.4	80.0		19.6	19.2
October.....		83.6	82.9		82.2	81.4		18.6	17.9
November.....		83.9	82.7		83.1	81.3		18.8	18.2
December.....		84.3	82.6		82.6	81.1		19.0	16.7
January.....		84.0	81.8		81.6	80.2		19.5	18.9
February.....		83.3	83.2		81.6	82.0		20.4	18.7
March.....		84.6	81.9		83.0	80.3		19.8	19.6

Table 3.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total			Fluid whole milk			Fluid skim milk		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.46	7.11	6.97	7.04	6.69	6.62	0.42	0.42	0.35
May.....	7.39	7.15	7.07	6.96	6.74	6.74	.43	.41	.34
June.....	7.25	6.96	6.90	6.84	6.55	6.54	.41	.41	.35
July.....	7.21	7.01	6.65	6.79	6.60	6.31	.42	.41	.35
August.....	7.27	7.10	6.79	6.85	6.70	6.42	.42	.40	.37
September.....		7.39	7.19		7.00	6.80		.39	.39
October.....		7.53	7.31		7.13	6.94		.40	.37
November.....		7.56	7.31		7.17	6.97		.39	.34
December.....		7.55	7.31		7.14	6.98		.41	.33
January.....		7.55	7.35		7.14	7.01		.41	.34
February.....		7.59	7.36		7.16	6.99		.43	.37
March.....		7.61	7.34		7.18	6.96		.43	.38

Table 4.--Fluid whole and skim milk: Total household purchases and average price paid, U. S., 4-week periods

Period	Fluid whole milk					
	Quantity purchased			Average price paid per quart equivalent		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	1,163	1,086	1,046	23.0	22.2	21.9
May.....	1,150	1,093	1,064	22.9	22.3	21.6
June.....	1,130	1,064	1,034	22.8	22.4	21.6
July.....	1,127	1,067	1,003	23.0	22.5	21.8
August.....	1,137	1,083	1,021	23.2	22.7	22.0
September.....		1,131	1,082		22.8	22.2
October.....		1,163	1,112		23.0	22.3
November.....		1,170	1,117		23.1	22.4
December.....		1,164	1,119		23.2	22.4
January.....		1,173	1,125		23.3	22.3
February.....		1,176	1,121		23.3	22.3
March.....		1,180	1,116		23.2	22.1
Fluid skim milk						
	Million quarts	Million quarts	Million quarts	Cents	Cents	Cents
April.....	70.0	68.2	54.7	19.0	18.5	18.8
May.....	71.0	67.3	53.6	19.1	18.6	18.5
June.....	68.6	65.9	55.7	18.9	18.5	18.4
July.....	69.6	65.4	55.3	18.7	18.6	18.6
August.....	69.7	64.0	59.2	18.8	18.8	18.7
September.....		63.4	61.7		18.9	19.2
October.....		64.9	58.7		19.1	19.0
November.....		63.7	55.0		19.3	18.9
December.....		66.6	53.0		19.4	18.8
January.....		66.9	54.6		19.4	18.8
February.....		71.2	58.7		19.3	18.6
March.....		70.5	61.6		19.4	18.5

Table 5.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	656	691	787	423	321	202	82.9	72.4	57.3
May.....	648	690	793	420	330	208	80.3	72.4	62.1
June.....	624	663	772	423	329	200	80.2	71.2	60.7
July.....	606	651	745	441	341	204	77.7	73.6	53.7
August.....	606	653	759	447	356	208	82.3	73.4	54.0
September.....		674	801		379	219		77.3	61.3
October.....		687	816		394	230		81.4	66.2
November.....		683	811		405	242		81.8	62.3
December.....		678	805		403	247		82.7	66.3
January.....		681	800		412	254		79.0	69.2
February.....		675	790		418	256		81.6	74.4
March.....		671	783		426	260		82.8	70.9
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	24.4	23.2	22.7	21.8	20.9	20.4	18.6	18.1	17.5
May.....	24.3	23.3	22.4	21.7	21.2	19.9	18.4	18.5	17.0
June.....	24.3	23.3	22.5	21.6	21.3	19.5	18.2	18.2	16.6
July.....	24.4	23.5	22.7	21.8	21.3	19.7	18.6	18.3	16.8
August.....	24.6	23.7	22.8	22.0	21.6	20.1	18.9	18.5	17.2
September.....		23.9	23.1		21.7	20.4		18.6	17.2
October.....		24.2	23.2		21.9	20.6		18.5	17.6
November.....		24.4	23.2		22.0	20.7		18.5	17.8
December.....		24.5	23.3		22.1	20.5		18.6	18.2
January.....		24.5	23.2		22.2	20.5		19.0	17.9
February.....		24.5	23.3		22.1	20.5		18.8	17.9
March.....		24.5	23.1		22.0	20.3		18.6	17.7

1/ Excludes other sizes such as half-pint, pints, and third quarts estimated at about 2.4 million quarts equivalent monthly.

2/ Prices not available for smaller-than-quart sizes.

Table 6.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased 1/								
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	54.2	53.4	47.9	13.5	11.9	4.0	2.1	2.7	2.7
May.....	53.9	51.9	47.2	15.3	13.0	3.8	1.7	2.3	2.4
June.....	51.9	50.7	48.7	13.5	12.7	5.4	3.0	2.4	1.5
July.....	53.4	50.2	48.5	13.3	12.9	4.4	2.7	2.2	2.3
August.....	52.4	49.9	50.6	14.4	11.9	5.5	2.8	2.1	3.0
September.....		48.3	53.3		13.5	5.4		1.6	2.8
October.....		49.2	51.4		13.6	4.8		2.1	2.2
November.....		48.8	48.9		13.4	4.4		1.5	1.7
December.....		50.4	46.4		14.0	4.7		2.1	1.7
January.....		49.8	46.0		15.2	6.5		1.8	2.0
February.....		53.9	50.2		15.0	6.4		2.3	1.9
March.....		55.1	52.4		13.5	7.3		1.8	1.7
Average price paid per quart equivalent 2/									
	Quart			Half-gallon			Gallon		
	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55	1957-58	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.8	19.2	19.4	17.3	16.5	15.7	10.6	11.3	11.9
May.....	19.9	19.3	19.0	17.3	16.6	15.7	10.1	11.6	10.3
June.....	19.8	19.3	18.9	17.2	16.5	15.7	10.4	10.5	10.4
July.....	19.5	19.5	19.3	17.0	16.1	16.1	10.2	11.1	9.2
August.....	19.8	19.5	19.4	16.9	16.8	16.6	9.8	12.1	9.5
September.....		19.9	20.1		16.5	15.4		10.2	9.4
October.....		20.0	19.5		17.0	17.2		11.0	12.4
November.....		20.0	19.4		17.3	15.8		12.9	10.7
December.....		20.1	19.2		17.8	17.1		13.4	10.8
January.....		20.0	19.3		17.9	16.7		12.9	12.6
February.....		20.0	19.1		17.9	16.6		12.5	10.5
March.....		20.1	19.1		17.7	15.9		11.4	12.5

1/ Excludes other sizes such as half-pints, pints, and third quarts estimated at 0.1 million quarts equivalent monthly.

2/ Prices not available for smaller than quart sizes.

Table 7 ---Butter; Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased									
	Total					Per 1,000 population in households				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	67.3	65.1	62.7	58.0	56.2	407	401	388	367	369
May.....	65.4	64.2	62.2	58.5	54.7	396	396	385	371	359
June.....	61.9	59.3	61.3	54.5	51.9	374	366	380	345	340
July.....	61.1	61.0	57.0	54.2	50.9	368	377	356	341	332
August.....	62.6	62.2	58.7	57.9	53.3	377	385	366	364	348
September.....		65.2	63.1	60.4	55.1		404	394	379	360
October.....		65.8	66.0	63.2	51.0		403	409	394	331
November.....		68.1	68.0	65.7	54.4		418	422	410	353
December.....		73.0	72.4	69.2	55.5		448	449	432	361
January.....		69.2	66.2	65.3	56.6		421	411	407	367
February.....		67.9	67.2	63.8	53.4		413	417	398	346
March.....		66.5	68.3	64.0	56.3		405	423	399	365
	Percentage of all families buying					Average price paid per pound				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents	Cents
April.....	45.8	45.3	45.1	44.0	44.7	70.2	67.7	67.2	66.6	75.4
May.....	45.5	45.6	45.2	42.8	43.5	70.0	68.4	66.7	66.0	75.0
June.....	45.0	44.4	44.6	41.4	42.7	69.6	68.4	66.5	65.7	74.5
July.....	44.4	45.5	44.0	42.2	43.3	70.0	68.5	66.7	65.8	74.5
August.....	44.7	46.0	45.1	43.3	44.2	69.8	68.5	66.7	66.0	74.7
September.....		46.6	46.1	43.1	45.9		69.2	67.4	66.4	74.9
October.....		46.3	46.3	45.4	43.7		69.8	67.7	68.1	75.3
November.....		47.6	47.6	46.2	44.8		70.9	67.6	68.2	76.6
December.....		48.8	49.0	48.5	44.4		71.1	67.8	68.6	76.0
January.....		46.4	46.9	45.5	42.8		70.8	68.0	68.2	75.6
February.....		46.1	46.5	45.6	42.2		70.6	67.8	67.7	75.2
March.....		45.2	47.2	45.4	44.1		70.4	67.5	67.6	72.2

(continued)

Table 7 .--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family									
	Purchases					Quantity per purchase				
	1957-58	1956-57	1955-56	1954-55	1953-54	1957-58	1956-57	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds	Pounds
April.....	2.64	2.66	2.64	2.74	2.71	1.11	1.11	1.09	1.09	1.06
May.....	2.57	2.63	2.60	2.80	2.75	1.12	1.10	1.10	1.10	1.04
June.....	2.46	2.51	2.60	2.72	2.64	1.12	1.09	1.09	1.09	1.04
July.....	2.47	2.47	2.45	2.65	2.58	1.11	1.10	1.09	1.09	1.04
August.....	2.54	2.52	2.50	2.81	2.67	1.10	1.10	1.08	1.08	1.03
September.....		2.62	2.58	2.86	2.69		1.09	1.09	1.09	1.03
October.....		2.62	2.68	2.84	2.59		1.10	1.10	1.09	1.02
November.....		2.61	2.66	2.88	2.65		1.11	1.11	1.09	1.04
December.....		2.71	2.70	2.66	2.68		1.12	1.13	1.11	1.05
January.....		2.70	2.65	2.73	2.90		1.11	1.10	1.09	1.04
February.....		2.66	2.70	2.65	2.73		1.11	1.10	1.10	1.04
March.....		2.68	2.68	2.67	2.75		1.11	1.11	1.09	1.04

Table 8 .--Margarine: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased							
	Total				Per 1,000 population in households			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	99.0	97.5	86.3	92.1	599	604	546	605
May.....	98.6	93.8	87.1	89.1	597	581	551	584
June.....	92.9	89.1	79.9	84.5	562	551	506	554
July.....	89.7	83.6	76.2	85.5	541	522	479	558
August.....	93.4	86.6	82.7	88.0	563	540	520	574
September.....		91.5	87.8	91.1		571	552	595
October.....		97.8	98.7	88.2		606	616	573
November.....		97.8	101.8	88.5		607	635	575
December.....		107.3	107.4	91.8		666	670	597
January.....		99.8	103.9	94.6		619	648	614
February.....		99.2	103.4	94.7		615	645	600
March.....		94.3	99.4	91.7		585	620	581

(continued)

Table 8.--Margarine: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Percentage of all families buying				Average price paid per pound			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	59.3	60.3	56.4	58.6	26.9	25.3	26.2	26.2
May.....	60.3	59.5	56.4	57.7	26.5	24.7	26.4	26.5
June.....	58.6	57.3	54.7	56.9	26.1	24.7	26.7	26.0
July.....	55.8	55.9	53.5	57.7	26.2	24.8	26.9	26.0
August.....	57.5	57.1	55.7	58.7	26.2	25.0	26.8	26.1
September.....		58.0	58.0	59.9		25.1	26.8	25.8
October.....		59.2	62.4	58.9		24.7	26.2	25.4
November.....		60.6	63.4	60.0		24.7	25.5	26.0
December.....		63.4	63.7	60.0		24.6	25.7	26.7
January.....		59.9	63.2	58.7		24.4	25.7	26.7
February.....		60.0	63.3	60.7		24.3	25.7	26.8
March.....		59.4	61.6	59.8		24.6	25.5	25.9
Per buying family								
	Purchases				Quantity per purchase			
	1957-58	1955-56	1954-55	1953-54	1957-58	1955-56	1954-55	1953-54
	Number	Number	Number	Number	Pounds	Pounds	Pounds	Pounds
April.....	2.18	2.19	2.38	2.47	1.53	1.52	1.45	1.43
May.....	2.11	2.11	2.39	2.45	1.55	1.54	1.44	1.42
June.....	2.04	2.08	2.25	2.35	1.55	1.54	1.45	1.43
July.....	2.06	2.04	2.23	2.31	1.55	1.52	1.43	1.46
August.....	2.09	2.08	2.31	2.36	1.55	1.51	1.44	1.45
September.....		2.16	2.36	2.40		1.51	1.43	1.43
October.....		2.21	2.39	2.24		1.54	1.46	1.49
November.....		2.15	2.41	2.24		1.55	1.48	1.46
December.....		2.20	2.29	2.37		1.59	1.53	1.47
January.....		2.18	2.29	2.46		1.57	1.48	1.46
February.....		2.15	2.25	2.37		1.58	1.51	1.45
March.....		2.10	2.24	2.37		1.55	1.50	1.43

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